

STATE OF SOUTH DAKOTA
OFFICE OF PROCUREMENT MANAGEMENT
523 EAST CAPITOL AVENUE
PIERRE, SOUTH DAKOTA 57501-3182

**RFP #1730 Methamphetamine Prevention and Public
Education Campaign**

Correction

There are three places in the RFP where the budget is mentioned. Two of them say the budget is \$1,400,000 and in one place it says \$1,375,000.

The correct amount is \$1,375,000.

On page 4 in the introduction to 3.0 SCOPE OF WORK the correct amount is listed.

3.0 SCOPE OF WORK

The Department of Social Services Division of Behavioral Health is seeking to increase awareness of methamphetamine use and promote resources for prevention, treatment, and recovery. The Department has \$1,375,000 available for the development of the campaign.

In Attachment B, page 18, Budget Allocation in the opening paragraph the budget is listed wrongly at \$1,400,000 as well as at the bottom of the Budget Allocation Worksheet. These are incorrect.

On the following page is the correct version of Attachment B.

Attachment B

Budget Allocation: Based on experience with key target audiences and experience in developing statewide campaigns for this type of message, provide a general recommendation and explanation for allocating the said budget into the areas detailed on the chart below. Prepare the allocation based on a \$1,375,000 budget and should demonstrate how the Offeror may suggest allocating a budget of this size.

Area	Budget Recommendation	% of Total Budget	Activities/Comments
A. Creative Services - original creations			
Television			
Print			
Video			
Website design			
Social Media			
Radio			
Out-of-Home			
Other			
SUBTOTAL CREATIVE SERVICES			
B. Public Relations Services			
C. Market Research Services			
D. Additional Charges			
Clerical Support			
Consultation with DSS Staff			
Attending in-state and/or out-of-state meetings			
Phone consultations			
Website hosting and maintenance			
Other charges (describe)			
SUBTOTAL SECTIONS A - D			
E. Media Placement			
Traditional (TV, radio, print, out-of-home)			
Digital (online advertising, social media, etc.)			
SUBTOTAL MEDIA PLACEMENT			
TOTAL SECTIONS A - E	\$1,375,000	100%	